

Serial No. 09/935,393

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Page 2 of 12

Section I:**AMENDMENT UNDER 37 CFR §1.121 to the
CLAIMS**

Claim 1 (currently amended):

A method for indicating that a product or item on display matches a set of consumer preferences comprising the steps of:

electronically establishing an identity of a consumer;

automatically accessing a persistent datastore to retrieve a set of preferences associated with said consumer identity;

automatically determining if any products on a retail display fixture match said preferences; and

providing ~~[[an]]~~ a display unit indicator associated with physically near or mounted on said retail display fixture for said products which match said preferences such that said consumer is alerted to the presence of the products.

Claim 2 (original):

The method as set forth in Claim 1 wherein said step of establishing the identity of a consumer is selected from the group of reading a radio frequency identifier tag, reading a bar code, reading a magnetic stripe, and receiving input of a personal identifier code.

Claim 3 (original):

The method as set forth in Claim 1 wherein said step of accessing a persistent datastore comprises accessing a database.

Claim 4 (original):

The method as set forth in Claim 1 wherein said step of determining if any products match said preferences includes a step from the group of matching a consumer size, matching a preferred color, and matching a preferred price.

Serial No. 09/935,393

William Kress Bodin

Page 3 of 12

Claim 5 (original):

The method as set forth in Claim 1 wherein said step of providing an indicator associated with products which match said preferences includes a step from the group of illuminating a lamp, illuminating a light emitting diode, and providing a text display.

Claim 6 (original):

The method as set forth in Claim 1 further comprising the steps of:

retrieving an information data set associated with said products which match said preferences; and

transmitting said information data set to a preferred electronic destination associated with said consumer such that said consumer may collect said information data set for review and reference.

Claim 7 (original):

The method as set forth in Claim 6 wherein said step of transmitting said information data set comprises transmitting an electronic mail message to an electronic mail address.

Claim 8 (original):

The method as set forth in Claim 6 wherein said step of transmitting said information data set comprises transmitting an electronic file to a electronic mail address.

Claim 9 (original):

The method as set forth in Claim 6 wherein said step of transmitting said information data set comprises transmitting an electronic mail message to a persistent computing device selected from the group of an Internet-enabled wireless telephone, a wireless networked personal digital assistant, and a wireless Internet browser appliance.

Serial No. 09/935,393

William Kress Bodin

Page 4 of 12

Claim 10 (original):

The method as set forth in Claim 1 further comprising the steps of:
accessing an inventory datastore; and
determining if a product which matches said preferences is also in stock.

Claim 11 (currently):

A computer readable medium encoded with software for indicating that a product or item on display matches a set of consumer preferences, said software causing a computer to perform the steps of:

electronically establish an identity of a consumer;

automatically access a persistent datastore to retrieve a set of preferences associated with said consumer identity;

automatically determine if any products on a retail display fixture match said preferences;

and

provide ~~[[an]]~~ an activated display unit indicator ~~associated with~~ physically near or mounted on said retail display fixture for said products which match said preferences such that said consumer is alerted to the presence of the products.

Claim 12 (original):

The computer readable medium as set forth in Claim 11 wherein said software for establishing an identity of a consumer is comprises software for performing a step selected from the group of reading a radio frequency identifier tag, reading a bar code, reading a magnetic stripe, and receiving input of a personal identifier code.

Claim 13 (original):

The computer readable medium as set forth in Claim 11 wherein said software for accessing a persistent datastore comprises software for accessing a database.

Serial No. 09/935,393

William Kress Bodin

Page 5 of 12

Claim 14 (original):

The computer readable medium as set forth in Claim 11 wherein said software for determining if any products match said preferences comprises software for performing a step from the group of matching a consumer size, matching a preferred color, and matching a preferred price.

Claim 15 (original):

The computer readable medium as set forth in Claim 11 wherein said software for providing an indicator associated with products which match said preferences includes a software for performing a step from the group of illuminating a lamp, illuminating a light emitting diode, and providing a text display.

Claim 16 (original):

The computer readable medium as set forth in Claim 11 further comprising software for performing the steps of:

retrieve an information data set associated with said products which match said preferences; and

transmit said information data set to a preferred electronic destination associated with said consumer such that said consumer may collect said information data set for review and reference.

Claim 17 (original):

The computer readable medium as set forth in Claim 16 wherein said software for transmitting said information data set comprises software for transmitting an electronic mail message to an electronic mail address.

Claim 18 (original):

The computer readable medium as set forth in Claim 16 wherein said software for transmitting said information data set comprises software for transmitting an electronic file to an electronic mail address.

Serial No. 09/935,393

William Kress Bodin

Page 6 of 12

Claim 19 (original):

The computer readable medium as set forth in Claim 11 wherein said software for transmitting said information data set comprises software for transmitting an electronic mail message to a persistent computing device selected from the group of an Internet-enabled wireless telephone, a wireless networked personal digital assistant, and a wireless Internet browser appliance.

Claim 20 (original):

The computer readable medium as set forth in Claim 11 further comprising software for performing the steps of:

- accessing an inventory datastore; and
- determining if a product which matches said preferences is also in stock.

Claim 21 (currently amended):

A system for indicating that a product or item on display matches a set of consumer preferences comprising:

- a consumer identifier unit adapted to establish an identity of a consumer;
- a consumer preference retriever for accessing a persistent datastore to retrieve a set of preferences associated with said consumer identity;
- a preference comparator which receives said set of preferences and compares those to characteristics of products on a retail display fixture to determine if any products match said preferences; and
- at least one display unit indicator ~~associated with a~~ physically near or mounted on said retail display fixture for said retail product display fixture which, responsive to a match being found, is activated such that said consumer is alerted to the presence of the matching product.

Serial No. 09/935,393

William Kress Bodin

Page 7 of 12

Claim 22 (original):

The system as set forth in Claim 21 wherein said consumer identifier unit is adapted to perform a function selected from the group of reading a radio frequency identifier tag, reading a bar code, reading a magnetic stripe, and receiving input of a personal identifier code.

Claim 23 (original):

The system as set forth in Claim 21 wherein said consumer preference retriever is adapted to access a database.

Claim 24 (original):

The system as set forth in Claim 21 wherein said preference comparator is adapted to perform a function from the group of matching a consumer size, matching a preferred color, and matching a preferred price.

Claim 25 (original):

The system as set forth in Claim 21 wherein said indicator comprises an indicator from the group of a lamp, a light emitting diode, and a text display.

Claim 26 (original):

The system as set forth in Claim 21 further comprising:
a product information data set retriever for retrieving information associated with said product which matches said preferences; and
an information data set transmitter adapted to transmit said information data set to a preferred electronic destination associated with said consumer such that said consumer may collect said information data set for review and reference.

Claim 27 (original):

The system as set forth in Claim 26 wherein said information data set transmitter is adapted to transmit an electronic mail message to an electronic mail address.

Serial No. 09/935,393William Kress BodinPage 8 of 12

Claim 28 (original):

The system as set forth in Claim 26 wherein said information data set transmitter is adapted to transmit an electronic file to a electronic mail address.

Claim 29 (original):

The system as set forth in Claim 26 wherein said information data set transmitter is adapted to transmit an electronic mail message to a persistent computing device selected from the group of an Internet-enabled wireless telephone, a wireless networked personal digital assistant, and a wireless Internet browser appliance.

Claim 30 (original):

The system as set forth in Claim 21 further comprising an inventory datastore query processor for accessing an inventory control system to determine if a product which matches said preferences is also in stock.